

ELECTRONIC CLEARING HOUSE INC

Form 4

April 27, 2005

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287

Expires: January 31, 2005

Estimated average burden hours per response... 0.5

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
Discovery Group I, LLC

2. Issuer Name **and** Ticker or Trading
Symbol
ELECTRONIC CLEARING
HOUSE INC [ECHO]

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction
(Month/Day/Year)
04/25/2005

____ Director ____X____ 10% Owner
____ Officer (give title below) ____ Other (specify below)

HYATT CENTER, 24TH
FLOOR, 71 SOUTH WACKER
DRIVE

(Street)

4. If Amendment, Date Original
Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check
Applicable Line)
____ Form filed by One Reporting Person
X Form filed by More than One Reporting
Person

CHICAGO, IL 60606

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code	V	Amount	(A) or (D)	Price			
Common Stock	04/25/2005		P		810 <u>(1)</u>	A	\$ 8.19	687,733	I	By Discovery Equity Partners, L.P. <u>(1)</u>
Common Stock	04/25/2005		P		90 <u>(2)</u>	A	\$ 8.19	687,823	I	By Pleiades Investment Partners - L.P. <u>(2)</u>
	04/25/2005		P		135 ⁽¹⁾	A		687,958	I	

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Common Stock					\$ 7.98				By Discovery Equity Partners, L.P. ⁽¹⁾
Common Stock	04/25/2005		P	15 ⁽²⁾	A	\$ 7.98	687,973	I	By Pleiades Investment Partners - D, L.P. ⁽²⁾

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474
(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repor Trans (Instr
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Discovery Group I, LLC
HYATT CENTER, 24TH FLOOR
71 SOUTH WACKER DRIVE
CHICAGO, IL 60606

X

Murphy Michael R
C/O DISCOVERY GROUP I, LLC
HYATT CENTER, 24TH FL, 71 SOUTH WACKER
CHICAGO, IL 60606

X

X

Donoghue Daniel J
C/O DISCOVERY GROUP I, LLC
HYATT CENTER, 24TH FL, 71 SOUTH WACKER
CHICAGO, IL 60606

Signatures

/s/ Michael R. Murphy, Managing
Member

04/27/2005

__Signature of Reporting Person

Date

/s/ Michael R. Murphy

04/27/2005

__Signature of Reporting Person

Date

/s/ Daniel J. Donoghue

04/27/2005

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
 - (1) Discovery Group I, LLC is the general partner for the limited partnership, which is a discretionary client of the reporting person, that owns the reported securities. The reporting person disclaims beneficial ownership of the reported securities except to the extent of its pecuniary interest therein.
 - (2) Discovery Group I, LLC is an investment manager of the limited partnership, which is a discretionary client of the reporting person, that owns the reported securities. The reporting person disclaims beneficial ownership of the reported securities except to the extent of its pecuniary interest therein.

Remarks:

Michael R. Murphy and Daniel J. Donoghue are managing members of Discovery Group I, LLC, and each disclaims beneficial

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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